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**Online broadcasting is here**

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ABSTRACT: A new World Wide Web application bundles a variety of customizable tools for companies to use in online business-to-business broadcasts. NetEvents has a variety of options including audio, **video**, multilingual capabilities, on- **screen** transcription and an industry news ticker tape as well as archived interviews and real-time seminars on many business-to-business topics.

TEXT: A NEW WORLD WIDE WEB APPLICATION bundles a variety of customizable tools for companies to use in online business-to-business broadcasts. NetEvents, a part of the Education News and Entertainment Network, has a variety of options including audio, **video**, multilingual capabilities, on- **screen** transcription and an industry news ticker tape as well as archived interviews and real-time seminars on many business-to-business topics. Creators envision NetEvents and its offshoots being used for online press conferences, new product releases and other related areas.

E.N.E.N. makes it possible for anyone with at least a 486 PC and 14.4 Internet connection to sit in on live audio broadcasts and interact with the speaker using a chat feature. In a world where speed is king it is unusual for a company to create software that older, slower computers can access, rather than writing them off as a lost cause.

Last fall, E.N.E.N was used to broadcast the INSIGHTS World Conference via its program NetSeminar, sending speeches by Newt Gingrich and Margaret Thatcher live over the Internet. NetSeminar has been used for training in the past.

The network, which offers many potential technological and practical benefits, especially for seminars and conferences, doesn't offer all the nuances of a live conference.

To retain its marketing roots, E.N.E.N offers real-time **audience** reporting, a **database** management system that tracks participants and visitors to the site. This provides the presenter with insight to the virtual audience - size and demographics, for example - plus information that can be used in follow-up database marketing efforts.

Broadcasts can be done in a studio or live, and can range from \$4,000 for the stripped-down model, up to and exceeding \$50,000 for a high-end, fully-wired version.

The virtual offerings from E.N.E.N have become a way for companies to broadcast the future using future technology, all digital, all the time. (

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